



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Barbour, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Rural Bypasses	38.0%	Population	28,789	28,302
Southern Satellites	31.1%	Households	10,571	10,492
Modest Income Homes	10.1%	Families	7,420	7,289
Midland Crowd	6.8%	Median Age	37.0	38.1
Midlife Junction	5.3%	Median Household Income	\$28,917	\$31,686

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	45	\$1,216.39	\$12,858,449
Men's	45	\$221.61	\$2,342,618
Women's	42	\$399.12	\$4,219,046
Children's	55	\$227.28	\$2,402,621
Footwear	39	\$188.11	\$1,988,490
Watches & Jewelry	51	\$114.64	\$1,211,907
Apparel Products and Services ¹	52	\$65.63	\$693,767
Computer			
Computers and Hardware for Home Use	51	\$106.30	\$1,123,662
Software and Accessories for Home Use	47	\$13.50	\$142,697
Entertainment & Recreation	60	\$2,214.51	\$23,409,550
Fees and Admissions	44	\$271.68	\$2,871,926
Membership Fees for Clubs ²	47	\$78.55	\$830,355
Fees for Participant Sports, excl. Trips	42	\$47.94	\$506,752
Admission to Movie/Theatre/Opera/Ballet	43	\$63.57	\$671,990
Admission to Sporting Events, excl. Trips	46	\$28.11	\$297,175
Fees for Recreational Lessons	42	\$53.18	\$562,140
Dating Services	56	\$0.33	\$3,514
TV/Video/Sound Equipment	56	\$811.04	\$8,573,487
Community Antenna or Cable TV	62	\$458.40	\$4,845,759
Televisions	49	\$143.65	\$1,518,537
VCRs, Video Cameras, and DVD Players	58	\$19.32	\$204,225
Video Cassettes and DVDs	56	\$36.61	\$387,040
Video Game Hardware and Software	55	\$19.61	\$207,275
Satellite Dishes	73	\$0.81	\$8,538
Rental of Video Cassettes and DVDs	56	\$28.32	\$299,333
Streaming/Downloaded Video	37	\$0.30	\$3,181
Sound Equipment ³	48	\$100.85	\$1,066,060
Rental and Repair of TV/Radio/Sound Equipment	54	\$3.17	\$33,539
Pets	71	\$314.18	\$3,321,187
Toys and Games	60	\$89.51	\$946,218
Recreational Vehicles and Fees ⁴	87	\$378.70	\$4,003,215
Sports/Recreation/Exercise Equipment ⁵	56	\$121.17	\$1,280,856
Photo Equipment and Supplies ⁶	58	\$73.39	\$775,800
Reading ⁷	54	\$154.84	\$1,636,861
Food	58	\$4,819.08	\$50,942,514
Food at Home	59	\$2,898.87	\$30,643,921
Bakery and Cereal Products	60	\$404.27	\$4,273,515
Meat, Poultry, Fish, and Eggs	60	\$739.23	\$7,814,438
Dairy Products	59	\$331.70	\$3,506,414
Fruit and Vegetables	55	\$452.11	\$4,779,278
Snacks and Other Food at Home ⁸	61	\$971.55	\$10,270,276
Food Away from Home	56	\$1,920.22	\$20,298,593
Alcoholic Beverages	47	\$282.29	\$2,984,100
Nonalcoholic Beverages at Home	63	\$279.18	\$2,951,199



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	37	\$376.17	\$3,976,489
Vehicle Loans	68	\$3,947.19	\$41,725,792
Health			
Nonprescription Drugs	72	\$81.46	\$861,070
Prescription Drugs	73	\$412.00	\$4,355,239
Eyeglasses and Contact Lenses	63	\$48.50	\$512,680
Home			
Mortgage Payment and Basics ⁹	50	\$4,533.84	\$47,927,175
Maintenance and Remodeling Services	48	\$999.51	\$10,565,866
Maintenance and Remodeling Materials ¹⁰	73	\$303.74	\$3,210,847
Utilities, Fuel, and Public Services	64	\$2,920.63	\$30,873,977
Household Furnishings and Equipment			
Household Textiles ¹¹	54	\$74.90	\$791,725
Furniture	48	\$316.11	\$3,341,609
Floor Coverings	51	\$49.17	\$519,812
Major Appliances ¹²	62	\$187.35	\$1,980,477
Housewares ¹³	50	\$47.75	\$504,765
Small Appliances	60	\$21.12	\$223,265
Luggage	43	\$4.31	\$45,550
Telephones and Accessories	47	\$20.49	\$216,642
Household Operations			
Child Care	46	\$191.02	\$2,019,229
Lawn and Garden ¹⁴	63	\$266.81	\$2,820,439
Moving/Storage/Freight Express	52	\$27.02	\$285,638
Housekeeping Supplies ¹⁵	62	\$473.77	\$5,008,246
Insurance			
Owners and Renters Insurance	67	\$326.92	\$3,455,855
Vehicle Insurance	61	\$847.95	\$8,963,652
Life/Other Insurance	64	\$370.40	\$3,915,532
Health Insurance	65	\$1,325.47	\$14,011,584
Personal Care Products ¹⁶	58	\$249.90	\$2,641,719
School Books and Supplies ¹⁷	49	\$58.34	\$616,745
Smoking Products	75	\$338.13	\$3,574,374
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	64	\$3,287.01	\$34,746,980
Gasoline and Motor Oil	68	\$1,718.47	\$18,165,968
Vehicle Maintenance and Repairs	59	\$580.71	\$6,138,657
Travel			
Airline Fares	42	\$175.01	\$1,850,028
Lodging on Trips	51	\$217.10	\$2,294,928
Auto/Truck/Van Rental on Trips	39	\$15.35	\$162,307
Food and Drink on Trips	52	\$242.87	\$2,567,350

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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- ¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- ²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- ³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- ⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- ⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- ⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- ⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- ⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- ⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- ¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- ¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- ¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- ¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- ¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- ¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- ¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- ¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- ¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- ¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.